

fashion calendar

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File

20th YEAR • A WEEKLY PUBLICATION

Week of May 30, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 27, 1960</u>			
Thursday May 26 10:00 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Fall coat and suit collection designed by Molly; also premiere showing of Molly's "custom sizes". By invitation. <u>Thereafter</u> , June 1, 2, 7, 8, 9, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 26 11:00 A.M.	FALL PREVIEW FOR THE PRESS By invitation only. Daily, May 31 - June 17 from 9:30 A.M. to 4:00 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.	HARPER'S BAZAAR	572 MADISON AVENUE 11TH FLOOR
Thursday May 26 12:00 Noon Luncheon	PREVIEW: FALL COAT & SUIT COLLECTION Preview of Fall coats and suits. <u>Showing at 12:30 P.M.</u> By invitation, for press and buyers. <u>Thereafter</u> beginning Wed., June 1 daily at 11:45. Publicity: Ruth Gerson at Ken R. Williams, 51 West 35th St., WI. 7-4471.	ICOVE & YOUNG, INC.	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday May 26 2:15 P.M.	PREVIEW OF FALL SUIT COLLECTION Preview of Fall suits designed by Stefan. By invitation. Continuous daily, beginning May 31. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 26 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" - PREVIEW Special afternoon performance for selected group of retailers, press and trade. (Curtain: 3:45 P.M.) <u>By invitation and ticket only.</u> Contact: Julie Buddy, OX. 5-1200. Breakfast at 7:30 A.M. and showing at 8:25 A.M. on May 26, 31, June 2, 3, 4, 7, 8, 9, 14, 15, 17. For ticket contact: Andrea Petersen, OX. 5-1200.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Thursday May 26 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Preview for press and buyers at 4:00 P.M., by invitation. <u>Thereafter</u> by appointment at showroom. Contact: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER (530 SEVENTH)	500 CLUB 500 SEVENTH AVENUE
Thursday May 26 - June 30	PREMIERE SHOWING OF ENGLISH SPORTSWEAR Envoys of England will introduce their Fall collection of separates, slacks, sweaters, coats, suits, shoes and handbags, styled by Nick Parker. For press and buyers, by appointment. Contact: Nick Parker or Nancy Knox, PL. 3-8448.	ENVOYS OF ENGLAND	15 EAST 55TH STREET SHOWROOM - 4TH FLOOR
Thursday May 26 - June 20	FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and evening fashions by Maxwell Shieff; also capsule bridal collection. Contact: EL. 5-2600. Publicity: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF (LOS ANGELES)	SAVOY-HILTON HOTEL SUITE 707

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 29, 1960</u>			
Sunday May 29 1:00 P.M. Brunch	CUSTOM-ORDER BOUTIQUE COLLECTION AT LUNCHEON Boutique collection by Lilo Komar; shoes by Fiorentina; coiffures by Laurence of Ultima. Reservations -- \$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.	LILLO KOMAR	HAMPSHIRE HOUSE FOUNTAIN ROOM
Tuesday May 31 10:00 A.M. Coffee	PREMIERE SHOWING: FALL COAT COLLECTION Stanley Nelson will present first N. Y. showing of Fall coats, designed by Nelson Nathanson, for press and buyers. By invitation. Thereafter by appointment. Publicity: Julia Berren Associates, MU. 7-6865.	STANLEY NELSON (LOS ANGELES, CALIF.)	SAVOY-HILTON HOTEL
Tuesday May 31 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade 11:30 A.M., June 1, 3, 6, 8, 9, 14. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day" -- the new collection, showing at 12:00 Noon, May 31, June 1, 2, 7, 8, 9, 14, 15, 16 followed by luncheon. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Junior dresses and separates May 31, June 1, 2, 7, 8, 9 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday May 31 12:00 Noon	OPENING OF FALL COLLECTION Designed by Mollie Parnis, May 31, June 1, 2, 7, 8, 9, 14, 15 at 12:00 Noon. By invitation and reservation. Contact: BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 31 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Alison will present their Fall collection, designed by Lucel. By invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon, by appointment. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 31 2:00 P.M.	SHOWING OF FALL COAT COLLECTION By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 31 3:00 P.M. Tea	OPENING OF JUNIOR FALL COLLECTION Showing of Fall collection, designed by Doris Martin and Dreama Peery, May 31, June 1, 2 at 3:00 P.M. By invitation. Contact: OX. 5-2750.	TAILORED JUNIOR	1400 BROADWAY SHOWROOM - 7TH FLOOR
Tuesday May 31 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Jane Derby's Fall collection for the press. By invitation. Showing thereafter, June 1, 2, 3, 7, 8 at 10:30 A.M., by appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 31 4:00 P.M.	SHOWING OF FUR ACCESSORIES Formal showings of Fur Flyers' collection of hats, mittens, parkas and shoes for back-to-school and active sportswear, May 31, June 1-10, 14, 15, 16 at 4:00 P.M. Informal showings by appointment. Contact: Carolyn Sherwin, LE. 2-9536.	FUR FLYERS INC.	112 EAST 36TH STREET SHOWROOM - 1ST FLOOR
Tuesday May 31 5:00 P.M. Cocktails	PREVIEW: FALL-WINTER CALIFORNIA FASHIONS Daytime, cocktail and evening fashions for Fall and Winter. For press and buyers, by invitation. Thereafter in private suite at Savoy-Hilton, by appointment. Contact: EL. 5-2600.	TRAVILLA (LOS ANGELES, CALIF.)	SAVOY-HILTON HOTEL LE CHATEAU
Tuesday May 31 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WEST GERMAN FASHIONS Fall collection of fashions by 9 leading German designers under auspices of German Fashion Institute, Berlin-Duesseldorf, in cooperation with Lufthansa. For press and fashion industry. By invitation. <u>California Showings: Mon., June 6, 5:00 P.M.-7:00 P.M. at Beverly Hills Hotel, Crystal Room, Los Angeles. Thurs., June 9, 5:00-7:00 P.M. at Fairmont Hotel, Venetian Room, San Francisco.</u> Publicity: Alice Young Modine, Fashion Director of Lufthansa, PL. 9-5522.	LUFTHANSA GERMAN AIRLINES	HOTEL PLAZA TERRACE ROOM
Tuesday May 31 7:45 P.M. Dinner	SPORTS ILLUSTRATED DESIGN AWARDS DINNER Annual dinner honoring nominees and winners of the 1960 Sports Illustrated Design Awards. (<u>Note Change of Place.</u>) By invitation. Contact: Patricia Young, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	HOTEL PLAZA BALIROOM
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Henry Friedrichs will present their Fall coat collection at continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Tuesday May 31	OPENING OF FALL COAT COLLECTION Continuous daily showings of fur-trimmed and untrimmed coats. Contact: Abe Betron, LO. 4-6886.	BAITCH & CASTALDI (BATALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Beginning Tuesday May 31	OPENING OF FALL SPORTSWEAR COLLECTION Casino Classics will present their Fall collection of sportswear, separates and coordinates, designed by Lori Till, at continuous daily showings. Contact: Leonard Lieb, CH. 4-0823.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Beginning Tuesday May 31	OPENING OF FALL COLLECTION Continuous daily showings for buyers and buying offices only. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA; BLOUSES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday May 31 - June 3	OPENING OF FALL COLLECTION Fall, Winter, Cruise showing of Paris originals, including accessories and ready-to-wear; also Suzette's own designs of belts, sweaters and blouses. By appointment. Contact: Lorie Beecher, PL. 7-6454.	SUZETTE INTERNATIONAL	HOTEL GLADSTONE 114 EAST 52ND STREET
Beginning Tuesday May 31 - June 15	OPENING OF FALL COUTURE COLLECTION Showing of complete Fall couture collection, daily until June 15. By appointment. Contact: EL. 5-2600.	WERLE ORIGINALS (LOS ANGELES, CALIF.)	SAVOY-HILTON HOTEL

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 31 - June 17	PRESS PREVIEW OF PILE FABRICS "The Posh Life" -- from all segments of the market, showing of fashions in pile fabrics. For buyers, merchandise managers, manufacturers, daily from 9:30 A.M. to 4:30 P.M. Contact: Berta MacDonald, PL. 1-2100, Ext. 464.	HARPER'S BAZAAR	SHERATON ATLANTIC ROOM 460 (McALPIN)

READY-TO-WEAR TIME TABLE, WEEK MAY 31. ("O" REFERS TO OPENING; "P" PREVIEW)
For more details, refer to specific listings in current and previous issues.

	<u>TUESDAY, MAY 31</u>	<u>WEDNESDAY, JUNE 1</u>	<u>THURSDAY, JUNE 2</u>	<u>FRIDAY, JUNE 3</u>
9:00			Tina Leser (P)	
9:15		David Levine	David Levine	
9:30		Frank Gallant (O)	Frank Gallant Philip Robertson (O)	Modern Couture
10:00	Seymour Fox (O) Stanley Nelson (P)	Marquise Jack Sarnoff Adele Simpson (O)	Seymour Fox Jack Sarnoff Adele Simpson	Marquise
10:30	Leonard Arkin David Crystal	Edward Abbott Leonard Arkin David Crystal Jane Derby Seymour Jacobson Pattullo-Copeland Rudolf	Edward Abbott Leonard Arkin David Crystal Jane Derby Seymour Jacobson Monte-Sano&Pruzan Rudolf	Edward Abbott David Crystal Jane Derby Seymour Jacobson Tina Leser
11:00			Clothes For You (P)	Wragge (P)
11:30	Andrew Arkin George Carmel (P) Arthur Jablow Abe Schrader	Andrew Arkin George Carmel Abe Schrader	Andrew Arkin Arthur Jablow Abe Schrader	George Carmel
11:45		Icove & Young	Icove & Young Jobere (O)	Icove & Young
Noon	Alison (O) Louis Goldstein(O) Grenelle-Roberts Lanz (O) Vera Maxwell Mollie Parnis	Estevez (P) Louis Goldstein Grenelle-Roberts Lanz Lee Claire Vera Maxwell Nantucket Naturals Mollie Parnis	Alison Countess Alexander(P) Estevez Louis Goldstein Grenelle-Roberts Lanz Lee Claire Martini-Designed Vera Maxwell Mollie Parnis	Countess Alexander Estevez
		(Continued on following page)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>READY-TO-WEAR TIME TABLE (Continued) ("O" REFERS TO OPENING; "P" PREVIEW)</u>			
	<u>TUESDAY, MAY 31</u>	<u>WEDNESDAY, JUNE 1</u>	<u>THURSDAY, JUNE 2</u>
1:00	Harvey Berin Jr. Sophisticates Teal Traina Hannah Troy	Harvey Berin Jr. Sophisticates Teal Traina Hannah Troy	Harvey Berin Jr. Sophisticates Teal Traina Hannah Troy
1:15	Oleg Cassini Gothe Nat Kaplan Frank Starr	Oleg Cassini Gothe Grabois Frank Starr	Oleg Cassini Gothe Grabois Nat Kaplan Frank Starr
2:00	Originala (O) Rappi Special Occasions by Arkin	Harry Frechtel Rappi Special Occasions by Arkin	Harry Frechtel Special Occasions by Arkin
2:30	Branell Jerry Parnis Rembrandt Style Trends	Larry Aldrich Arkin Editions(P) Branell Ceil Chapman Jamison (O) Jerry Parnis Rembrandt Ira Rentner Maurice Rentner Herbert Sondheim Style Trends	Larry Aldrich Arkin Editions Branell Ceil Chapman Dior-New York Jamison Tina Leser Jerry Parnis Rembrandt Ira Rentner Maurice Rentner Herbert Sondheim Style Trends
3:00	Anne Fogarty	Anne Fogarty	Anne Fogarty
3:30	Mort Schrader	Rona Dresses (P) Mort Schrader	Leslie Fay (P)
4:00	Jane Derby (P) Harmay (O)	Harmay Rosalie Macrini(O) Modern Couture Townley Samuel Winston	Harmay Lloyd-Schechter (P) Townley
4:30		Mary Black (P)	Martinette Petite(P)
5:00	Travilla (P)	Highlight (P)	Arnold & Fox (P)
			<u>FRIDAY, JUNE 3</u>
			Ben Gershel (O)
			Dior-New York Tina Leser Jerry Parnis Rembrandt
			Pat Hartley (P)

Wednesday OPENING: FALL FRANK GALLANT, INC. 205 WEST 39TH STREET
 June 1 COATS AND SUITS SHOWROOM - 5TH FLOOR
 9:30 A.M. Showings at 9:30 A.M., June 1, 2, 7, 8, 9, 14, 15, 16. By appointment.
 Contact: Herbert Gallant, LA. 4-7286.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 1 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., June 1, 2, 7, 8, 9, 14, 15. By invitation and reservation. Contact: Rose Frank, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION Preview of complete collection -- furs, hostess gowns, Fall and Holiday dresses, designed by Luis Estevez. By invitation. Luncheon will follow. Trade showings May 17, 19, 24, 26, June 2, 3, 6, 7, 8, 9 at 12:00 Noon in showroom. Contact: LO. 4-6337.	ESTEVEZ, INC.	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday June 1 12:00 Noon Luncheon	PREMIERE: "MISS DIOR" HAT COLLECTION Luncheon for press and buyers to introduce "Miss Dior" hats. Show at 1:15 P.M. By invitation. Contact: Ben Lobell or Miss Ann, WI. 7-6776 or WI. 7-5629.	MISS DIOR HATS (1040 SIXTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 1 12:30 P.M. Luncheon	TWENTY-THIRD ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Harold Imber at Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 1 2:30 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Showing of Fall sportswear collection, designed by Peggy Thayer, for House of Jamison Dresses, Jamison Villagers and Jamison Separates. Daily except Friday at 2:30 P.M. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday June 1 2:30 P.M.	OPENING: FALL MISSES COATS AND SUITS Preview of Fall misses coats and suits, daily except Friday. By appointment. Contact: Pat Goldman, WI. 7-5324.	ARKIN EDITIONS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 1 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESSES For press and resident buyers. By invitation. Publicity: Jeanette Gottlieb, BR. 9-6560, Ext. 60.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 1 3:30 P.M.	PREVIEW: FALL DRESS COLLECTION Rona will present their Fall collection of misses dresses and costumes, designed by Lee Shapiro. For press and resident buyers, by invitation. Continuous showings thereafter, beginning Tues., June 7. Contact: CH. 4-3872. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Wednesday June 1 4:00 P.M.	PREVIEW OF FALL FASHIONS Preview of Fall cocktail and evening fashions designed by Helena Barbieri. By invitation. Showings thereafter June 2, 3, 7, 8, 9, 14, 15, 16 at 9:30 A.M., by appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION Rosalie Macrini's Fall collection June 1 and 8 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 1 4:30 P.M. Cocktails	PRESS PREVIEW: FALL COUTURE COLLECTION Mary Black's Fall couture collection for the press, by invitation. Daily showings beginning Thurs., June 2, from 9:00 A.M. to 5:00 P.M. By appointment. Contact: Valerie Ward, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SALON - 8TH FLOOR
Wednesday June 1 5:00 P.M.	OPENING OF FALL DRESS COLLECTION Fall collection designed by Pat Sandler. Thereafter, June 7, 8, 9 at 1:30 P.M. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 1 5:30 P.M. Cocktails	FOURTH ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls In America" -- fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Beginning Wednesday June 1	OPENING OF FALL DRESS COLLECTION Continuous daily informal showings. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday June 2 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION Tina Leser's Fall collection. Showing at 9:30. By invitation. Thereafter at 10:30 and 2:30. Contact: Carol Stewart, LO. 5-7514.	TINA LESER, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday June 2 9:30 A.M. Breakfast	OPENING OF FALL COLLECTION Philip Robertson's Fall collection, by invitation. Continuous daily showings thereafter at showroom. Contact: Joseph Speaker, PE. 6-1351.	PHILIP ROBERTSON (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 2 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Society Collection Of Trend-Setting Furs" -- showing of Mr. John's Fall-Winter collection for press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Continuous daily showings beginning Tuesday, June 7. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday June 2 11:45 A.M. Luncheon	OPENING OF FALL COLLECTION Fall collection of Jobere's evening and cocktail dresses. Luncheon will be served. By invitation and reservation. Showings thereafter June 7, 8, 9 at 11:45 A.M. Contact: Joseph Speaker, PE. 6-1351.	JOBERE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Thursday June 2 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION Daytime and evening couture collection for press and buyers. By invitation. Thereafter showing at 12:00 Noon daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 2 3:00 P.M. Cocktails	25TH ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: \$7.50; by invitation only. (Special buses from Metropolitan Opera House.) Contact: Alice Encke, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM

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Thursday June 2 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Showing to the press and buying offices. By invitation. Continuous daily beginning Tues., June 7. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday June 2 4:00 P.M.	PREMIERE SHOWING: COATS, SUITS, ENSEMBLES First preview of Lloyd-Schecter's Fall-Winter collection of coats, suits and ensembles. By invitation. Commentator: Mia Grau. <u>Trade showings</u> , June 7, 8, 9 at 9:30 A.M. Contact: Ann Dagistina, CH. 4-7035.	LLOYD-SCHECTER, INC.	512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Thursday June 2 4:30 P.M. Cocktails	PREMIERE PREVIEW: FALL PETITE DRESSES Marty Goldberg and Max Lawrence will present their first preview of "Martinette Petite", a new name in fashion, designed by Claire Newman. By invitation. Thereafter, continuous daily showings. Contact: WI. 7-2055. Publicity: Helene Towers, MU. 3-6955.	MARTINETTE PETITE (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 2 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Fall collection designed by Kasper for Arnold & Fox. Showing also <u>June 7 at 5:00 P.M.</u> By reservation. Contact: Frank Bender, CH. 4-3914.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday June 3 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Carl Bernstein will present his Fall-Winter fur collection for press and buyers. By invitation. Contact: Donald Bernstein, PE. 6-0546.	CARL BERNSTEIN & SONS	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 3 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Ollie presents his Fall and Winter fur collection for press and resident buyers. By invitation. Contact: Ann Rosenberg, PE. 6-5573.	FRISHMAN & GINTEL	333 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Friday June 3 11:00 A.M.	PREVIEW OF FALL COLLECTION Showing also June 7, 8, 14 at 11:00 A.M. By reservation. Contact: Anita Hoffman, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 3 3:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Pat Hartley's Fall collection. <u>Showing at 3:30 P.M.</u> By invitation. Publicity: Ruth Gerson at Ken Williams, WI. 7-4471.	PAT HARTLEY (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Friday June 3 4:00 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. Showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
June 3	OHRBACH'S RELEASE DATE -- Infants to pre-teens imported summer fashions.		
Monday June 6 10:00 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Soleta" -- showing of Sol Schulman's Fall-Winter fur fashions to the press. <u>Showing at 10:30 A.M.</u> Commentator: Mia Grau. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	SOL SCHULMAN CO.	150 WEST 30TH STREET SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 6 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. June 7, 8 and 9 at 10:00 and 2:00. June 10 at 10:00. June 13 and 14 at 9:30, 11:00, 2:00 and 3:30. June 15 at 9:30, 11:00 and 2:00. June 16 at 10:00 and 2:00. Contact: Adele Dyer, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 6 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview of Frank Leone's Fall collection of "Raffaele Originals" of day- time and evening fashions designed by Raffaele. By invitation. Contact: LO. 5-3250. Publicity: Julia Berren Associates, MU. 7-6865.	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 6 3:30 P.M. Cocktails	PREVIEW: FALL COUTURE FUR COLLECTION Preview of "Richard Scott" Fall fur collection designed by Andre Fath. For press and buyers, by invitation. Contact: Maggie Meehan, EL. 5-5210.	COOPCHIK-FORREST, INC. (333 SEVENTH AVENUE)	HARWYN CLUB 112 EAST 52ND STREET
Monday June 6 3:45 P.M.	OPENING OF FALL DRESS COLLECTION Sam Friedlander's Fall dress collection June 6, 7, 8, 9 at 3:45 P.M. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday June 6 4:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing of Fall junior dresses and costumes, designed by Violet Feigen. For press and buyers, by invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 6 4:00 P.M.	OPENING OF FALL COLLECTION Daily showings June 6, 7, 8, 9, 10 at 4:00 P.M. Contact: PL. 1-7320. Publicity: Sara Pennoyer, MU. 3-7466.	CLARE POTTER	26 EAST 55TH STREET ESPERANCE SHOWROOM
Monday June 6 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Fall collection designed by Donald Brooks. By invita- tion. Trade at 4:00 P.M., May 19, 24, 25, June 1, 2, 7. Contact: LO. 4-2155.	TOWNLEY, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 6 4:30 P.M. Cocktails	PREVIEW OF FASHIONS IN PILE FABRICS Sidney Blumenthal's collection of pile fabrics in fashions by Annis; Dani Jr.; Dan Millstein; Modelia and others. Also featuring fabrics "Kilimanjaro" and "Sutton Place". Hats by Emme and John Frederics. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SIDNEY BLUMENTHAL (ONE PARK AVENUE)	1407 CLUB 1407 BROADWAY
Monday June 6 5:15 P.M. Cocktails	PREVIEW OF COUTURE FALL COLLECTION Only formal showing of daytime and evening Fall couture collection, designed by Angela. By invitation. Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SALON - 3RD FLOOR
Monday June 6 6:30 P.M. Dinner	ASSOCIATED FUR FASHION FORECAST: 1960-61 Theme -- "Golden Moments in Furs" -- Theatrical presentation of fashions in furs. Tickets: \$30.00. For buyers and merchandisers. Contact: J. George Greenberg, PE. 6-4858. Publicity: Nona Lou Greene, PL. 9-1800.	ASSOCIATED FUR MANUFACTURERS, INC.	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 6	OPENING OF FALL JEWELRY COLLECTION Royal Craftsmen will present its Fall collection of Laguna's "Crown Jewel Look" in costume jewelry, to buyers and press, at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Avenue, PL. 3-1709.	ROYAL CRAFTSMEN, INC. (LAGUNA)	389 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday June 6	OPENING: FALL HANDBAG COLLECTION A wardrobe of daytime handbags in leather and novelty fabrics will be presented by Jana. For press and buyers at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Avenue, PL. 3-1709.	JANA HANDBAGS INC.	17 EAST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 6	OPENING: FALL-WINTER JEWELRY COLLECTION Showing of Napier fashion jewelry and boutique gift collection for Fall-Winter. Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday June 6	OPENING OF SPRING COLLECTION Continuous daily showings of table linens, kitchen towels, kitchen ensembles. For the trade only. Contact: Tom Costello, OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	LINENS BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 6 - June 24	FASHIONS FROM AUGUST- SEPTEMBER ISSUES Complete showing and visual display of fashions and promotion plans from Seventeen's Fall issues. For store and buying executives only, by appointment. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday June 6	OPENING: FALL-WINTER JEWELRY COLLECTION Trifari's Fall-Winter collection of jewelry at daily showings. By appointment. Publicity: Dorothy Lansing, RE. 7-3347.	TRIFARI, KRUSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Tuesday June 7 11:00 A.M.	OPENING OF FALL JUNIOR COLLECTION Showing June 7, 8, 14, 15 at 11:00. Contact: Lucille Haley, IO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 7 - June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION The Mr. Mort Fall junior dress collection, designed by Lee Evans. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection designed by John Moore, June 7, 8, 9, 14, 16 at 1:00 P.M., by appointment. Contact: Jo MacLeod, BR. 9-1195.	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Une Collection Provocante" showing of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing June 8 at 10:30 A.M. Thereafter by appointment. Contact: CH. 4-8585. Publicity: Pauline Green at Charles J. Charney, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 3:00 P.M.	OPENING OF FALL DRESS COLLECTION Showing of Fall dresses and ensembles designed by Betsy Daniels, beginning Tuesday, June 7, 8, 9 at 3:00 P.M. Contact: Jerry Gilman, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 7 3:00 P.M.	OPENING OF FALL JUNIOR FASHIONS Jeane Scott for Margot, showing June 7, 8, 14, 15 at 3:00 P.M. Contact: Lucille Haley, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Richard Cole's Fall collection, by reservation. Contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Opening of McMullen's Fall collection at new showroom. By invitation. Contact: OX. 5-4270.	McMULLEN CO.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 7 4:00 P.M.- 6:00 P.M. Cocktails	"BUSTLES TO MISSILES" FASHION CAVALCADE Celebration of McCall's 90th anniversary (1870-1960). Press and trade by invitation; contact: Gail Benedict, EL. 5-2600, Ext. 147. Publicity: Lenore Bart, MU. 6-4600, Ext. 376.	McCALL PATTERN CO.	SAVOY-HILTON HOTEL THE COLUMNS
Beginning Tuesday June 7	OPENING OF FALL DRESS COLLECTION Continuous daily showings of Mardi Gras' Fall dress collection. Contact: WI. 7-0235. Publicity: Helene Towers, MU. 3-6955.	MARDI GRAS	1385 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL JUNIOR COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Dorothy Dickerson will present her Fall collection at daily showings June 7-17 at 10:30 and 2:30. Contact: Helene Schembs, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Wednesday June 8 9:00 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia Furs. Showing at 9:30 A.M. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 8 9:00 A.M. Breakfast	PREVIEW: FUR-TRIMMED CASHMERES & ENSEMBLES "Reynard" collection of fur-trimmed cashmere sweaters and ensembles at breakfast showing for press and buyers. By invitation. Contact: Ruth Roth, LO. 4-4475. Publicity: Peggy Cantor, MU. 9-8542.	GRUSKIN & FELDMAN	330 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 8 11:00 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Press preview of Fall-Winter fur fashions, designed by Constantino. Commentator: Mia Grau. By invitation. Publicity: Lissa Myles, PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 8; June 9 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Guy D. will present his Fall collection, June 8 and 9 at 1:00 P.M. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 2:30 P.M.	PRESS PREVIEW: WINTER FUR COLLECTION Preview of the Revillon Winter fur collection. By invitation. Thereafter by appointment. Contact: Helene Levacher or Bill Paige, PL. 9-5504.	REVILLON	11 WEST 57TH STREET SALON
Wednesday June 8 2:30 P.M.	FALL COLLECTION BY PAULINE TRIGERE Showings June 8, 9, 14, 15, 16 at 2:30; and on June 13 at 11:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION Preview of Fall dresses and ensembles, for press and buyers. By invitation. Thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday June 8 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Sarmi will present his Fall collection to the press. Showing for buyers, Thursday, June 9 at 4:30 P.M. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 8 4:30 P.M. Cocktails	"VOTE THE FUR PARTY" Presentation of furs by members of the United Fur Association. By invitation. Contact: Peter Nicholas, LO. 5-3780.	UNITED FUR ASSOC., (330 SEVENTH AVENUE)	FASHION INST. OF TECH. 227 WEST 27TH STREET
Wednesday June 8 7:00 P.M. Dinner	FASHION SHOW AND DINNER FOR BUYERS "The 10th Anniversary Silk Show (1950-1960)." For buyers, by invitation. Contact: Grace Beller, MU. 3-7197. Publicity: Helyn Malsberger at Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
Wednesday June 8 8:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of Scaasi's Fall collection. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	SCAASI	26 WEST 56TH STREET SALON
Thursday June 9 8:30 A.M. Breakfast	PREVIEW OF FALL LEATHER COATS Highlander will preview their Fall collection of leather coats. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HIGHLANDER SPORTSWEAR (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Thursday June 9 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Suzy Perette will present their Fall collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Thursday June 9 10:00 A.M.	PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 9 12:00 Noon Luncheon	PREVIEW OF FALL COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday June 9 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter fur collection. By invitation. Contact: Louis Brown, AL. 5-3035. Publicity: Alfred Davidson Associates, PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 9 4:00 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS The fourth collection of fabulous furs for sport, town, travel and evening wear, designed by Roberto Capucci in Rome for David. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLION
Thursday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview of Jacques Heim Jeunes Filles Fall collection, with dresses and costumes by Hayette; coats and suits by P. R. L. For press and resident buyers, by invitation. Publicity: Jeannette Gottlieb, BR. 9-6560.	HAYETTE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 9 6:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Anthony Blotta's daytime to evening clothes; also a special group inspired by Harry Winston jewels. By invitation. Harry Winston Publ.: Jill Ciraldo, CI. 5-2000. Anthony Blotta Publ.: Margaret Hodge, PL. 5-7630.	ANTHONY BLOTTA (498 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Thursday June 9 10:00 P.M. Supper	COTILLION FOR "TEN BEST" DRESSED COLLEGE GIRLS Tickets: \$20.00 each, for benefit of Institute of International Education. Contact: Eleanor Montville, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVE.)	HOTEL ASTOR GRAND BALLROOM
Friday June 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Designed by S. Breslin Baker. Commentator: Mia Grau. By invitation. Publicity: Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	JOHN F. MORRIS, INC.	224 WEST 30TH STREET SHOWROOM - 4TH FLOOR
Friday June 10 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Fall collection designed by Betty Carol. By invitation. Showings there- after June 13, 14, 15, 16 at 2:00 P.M., in showroom. Contact: Linda May, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 13 5:00 P.M. Cocktails	PRESS PREVIEW OF LINGERIE FASHIONS Burlington Tricot Fabrics will present lingerie by leading manufacturers. For press and buyers, by invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BURLINGTON TRICOT FABRICS CO.	SHERRY-NETHERLAND HOTEL CRYSTAL PAVILLION
Beginning Monday June 13	OPENING OF FALL COLLECTION By appointment. Contact: MU. 2-5940 or YU. 6-7061.	HOUSE OF KUNEL (STAMFORD, CONN.)	HOTEL SEYMOUR 50 W. 45TH ST. SUITE 101
Tuesday June 14 3:30 P.M.	PREVIEW OF FALL HAT COLLECTION Miss May will present her Fall hat collection to press and buyers. By invitation. Contact: Miss Doris, PL. 1-4262.	MISS MAY (19 WEST 57TH ST.)	HOTEL PLAZA CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 14 3:30 P.M.	PREVIEW: READY-TO-WEAR FUR COLLECTION Ready-To-Wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30, by appointment. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Wednesday June 15 9:30 A.M.- 12:00 Noon Brunch	PREVIEW: PRECIOUS AND SEMI-PRECIOUS JEWELRY "Fabulous Firsts"--Imperial's Fall jewelry fashions of cultured pearls, precious stones and gold-filled designs. For press and retailers, by invitation. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday June 15 11:00 A.M.	PREVIEW: FALL FASHIONS MADE IN ROME "Fontana Jet Collection"--transported by Alitalia. Also introduction of a group of wedding gowns made in Rome. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA	SHERRY NETHERLAND CRYSTAL & CARNAVAL
Wednesday June 15 4:00 P.M. Cocktails	PREVIEW OF FALL MATERNITY FASHIONS Stork Style will present their Fall collection for press and buyers. Hair colours by L'Orleal of Paris. Showing at 4:30. By invitation. Thereafter at showroom 1400 Broadway. Contact: Peg Deerin, LO. 4-4480. Publicity: Terry V. Seymour, PL. 7-9170.	STORK STYLE MATERNITIES	STORK CLUB 3 EAST 53RD STREET
Thursday June 16 10:00 A.M. Breakfast	FALL AND WINTER BRIDAL PREVIEW Martin's will preview bridal fashions. By invitation. (Release date, June 20). Customer show, June 20 at 6:30 P.M., St. George Hotel; June 27 at Garden City Hotel. Publicity: Rita Dobson, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	2ND FLOOR
Thursday June 16 4:00 P.M.- 6:00 P.M.	NEWS CONFERENCE: BEAUTY AND FASHION EDITORS News conference introducing Helene Curtis' "The New Plush Leg Look" of the 60's. By invitation. Publicity: Annette Green, CO. 5-4040.	HELENE CURTIS INDUSTRIES, INC.	HOTEL GOTHAM BALLROOM
Friday June 17 9:00 A.M.; 12:00 Noon	AMERICAN READY-TO-WEAR, FALL, 1960 Report by Miriam Neubert Purdy of Henri Bendel. Co-Chmn: Babs Simpson and Helen Cutler. Prices: Breakfast: \$6.00 (members); \$10.00 (guests). Luncheon: \$8.00 (members), \$15.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Monday June 20 4:00 P.M.	PREVIEW OF CUSTOM ORDER FASHIONS Tony Raphael will present her custom-order daytime, cocktail and evening fashions, including ensembles. By invitation. Contact: PL. 3-3156.	TONY RAPHAEL, INC.	38 EAST 57TH STREET SALON - 12TH FLOOR
Wednesday June 22 4:30 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Galanos will present his Fall-Winter collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Tuesday*** May 31- June 17	SHOWING OF FALL COLLECTION Fall Collection of daytime, afternoon and cocktail fashions at continuous daily showings. Contact: Jim Tinsley or Eve Bonsoll, EL. 5-2600.	EVE LTD. (California) (Formerly Miss Eve)	SAVOY-HILTON HOTEL

1961

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